



Week 3 Assignment

Directions

Your assignment is to create a rubric for the newsletter project due in Week 5.

Refer to Lecture 3.4 for more details.

THE RUBRIC CUBE

A guideline to grading the Week 3 newsletter rubric project.

Objective/criteria	Absent or not acceptable 0 points	Needs improvement 6 points	Meets expectations 8 points	Good 10 points
1. Rubric specifies the purpose of the newsletter	0 POINTS	Statement of purpose is unclear or not specific	Statement of purpose is clear	Statement of purpose relates the newsletter to some aspect of the students' personal lives or experience
2. Rubric specifies the audience of the newsletter	0 POINTS	Audience statement is misleading or unclear	Audience statement is clear	Audience statement addresses secondary audiences
3. Rubric clearly ties evaluation criteria to lesson plan	0 POINTS	Pedagogical justification for project is unclear or muddled	Pedagogical justification is clear	Pedagogical justification is worthy of the time and effort the project will require
4. Rubric emphasizes necessity of following basic design principles	0 POINTS	One or more of the basic design principles are not included in the rubric	Rubric addresses the four basic CRAP principles	Rubric clearly applies the four basic principles to all aspects of the page layout
5. Rubric helps students understand the distinctive nature of page one	0 POINTS	Specifications for page one are unclear or indistinct	Specifications for page one clearly set it apart from the other pages	Specifications for page one encourage creativity and expression on the part of the students
6. Rubric specifies criteria for use of columns	0 POINTS	Rubric does not specify 2 or 3 columns, or forbid 4 or more columns. Rubric does not address the problem of different column widths within the same story. Rubric does not specify rules for jumping copy from one to the next.	Rubric specifies the use of 2 or 3 columns per page; rubric specifies rules for jumping copy	Rubric also rewards creative use of columns where that does not sacrifice readability

7. Rubric specifies criteria for headlining	0 POINTS	Rubric fails to specify that different size headlines should be used for stories of different importance	Rubric notes difference between major, secondary, and minor story headlines	Rubric also includes specifications for use of jump heads, jump lines, and for folio or page numbers
8. Rubric specifies criteria for photos or illustrations	0 POINTS	Rubric does not address aspect ratio control of photos or cutlines	Rubric specifies sizes of photos or illustrations and aspect ratio control, use of photos or illustrations as dominant elements, cutlines, and credits	
9. Rubric emphasizes value of a dominant graphic on each page	0 POINTS	Rubric does not evaluate effects of the dominant graphic	Rubric evaluates effects of the dominant graphic but does not differentiate between uses of dominant graphics on different pages	Rubric clearly emphasizes value of dominant graphics and different uses of dominant graphics on different pages
10. Rubric specifies criteria for uses of typography	0 POINTS	Rubric addresses uses of typography for headlines and copy, limiting uses of copy fonts to one or two kinds	Rubric also addresses uses of typography as design elements such as drop caps, pull quotes, decorative headlines, display headlines	Rubric also gives criteria for avoiding crowding, congestion, or confusion arising from a use of fonts
TOTALS				

Rubric

Week 5 newsletter written for teachers and administrators in an elementary school on issues of technology integration.

Criteria	Accomplished	Proficient	Needs Improvement	Unacceptable
Design Focus	Design focus obvious and correctly used throughout newsletter. Contrast is strong and easily distinguishable. Repetition is noticeable and allows for a smooth design. Alignment balanced and helps reader follow articles throughout newsletter. Proximity helps readers understand and follow flow of articles and graphics. 30 points	Design focus is apparent. Contrast is noticeable. Repetition is visible. Alignment clear. Proximity discernable. 20 points	Design focus is lacking. Contrast is apparent but weak. Repetition is apparent but weak. Alignment is distracting on several pages. Proximity distracts but reader is able to understand flow. 10 points	No design focus evident. Contrast is not apparent or feeble in design. Repetition is not apparent with a useless headline style. Alignment is distracting (uses bullets, changes throughout newsletter) May use only 2 columns throughout newsletter. Proximity: newsletter distracts since reader is unable to understand flow of articles or graphics. 0 points
Graphics and pictures	Meaningful graphics with correct aspect ratio included on every page with captions. Graphics are dominant on each page and adds interest to each page of newsletter. If copyrighted images used, correct credit given. 15 points	Meaningful graphics included without captions. Dominant graphics included. Credit on most copyrighted images. 10 points	Too many graphics included or less than one graphic per page. Some or all graphics not scaled correctly. No captions. Credit on a few copyrighted images. 5 points	No graphics included or the graphics used are copyrighted without correct credit. 0 points
Purpose/ Audience	Newsletter clearly communicates topics of interest to intended audience. 10 points	Most of newsletter is written to intended audience. 6 points	Newsletter switches audiences and causes confusion throughout publication. 2 points	Articles and/or graphics used for a different audience. Not written for intended audience. 0 points

Page 1	Publication title easily recognizable. Detailed author's contact information easily identifiable. Contains leading stories. Graphic theme established. 15 points	Publication title present. Basic author contact information included. Contains leading stories. Graphic theme present. 10 points	Publication title present but lacking page distinction. Contains several stories. Author contact information missing. No graphic theme recognized. 5 points	No title present. No author information. Has one story or the beginning of all stories present. No contact information. No graphic theme. 0 points
Typography/ Lettering	Paragraph headlines are of a similar size and font but larger than paragraph font. All paragraphs of same size and font. Font choice and size are easily read and important information distinguishable. Pages are numbered and easy to read. Jump heads are clearly labeled. 15 points	Headlines are distinguishable but a few headings are not balanced with whole publication. Paragraph font and size different in few places. Jump heads are labeled. 10 points	Headings are not distinguishable. Paragraph font changes on several pages newsletter. A few jump heads are labeled. 5 points	Headings are not distinguishable. Paragraph fonts and sizes change throughout newsletter which causes confusion for reader. No page numbers or labeling in jump heads. 0 points
Columns	Columns used to create a balance within the newsletter or to create emphasis. (Allowable 1 page of different column settings for purposes of emphasis.) Columns spacing allows for no overcrowding. 15 points	2 out of 4 pages in newsletter use different styles of columns. Columns are of balanced size. A few columns are overcrowded. 10 points	Each page of newsletter uses different number of columns of different sizes. Columns are not balanced. Columns are overcrowded and too close together. May use 2 columns with the center of pages down the middle. 5 points	Only one column used. 0 points